

New England North West Visitor Profile

Year ended December 2020

Source: National and International Visitor Surveys, Tourism Research Australia.

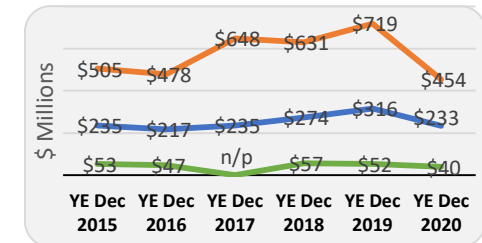
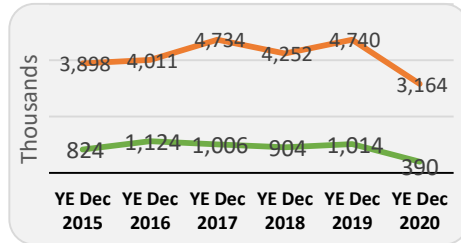
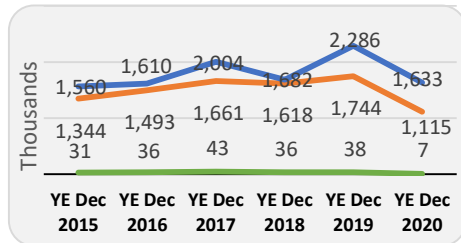
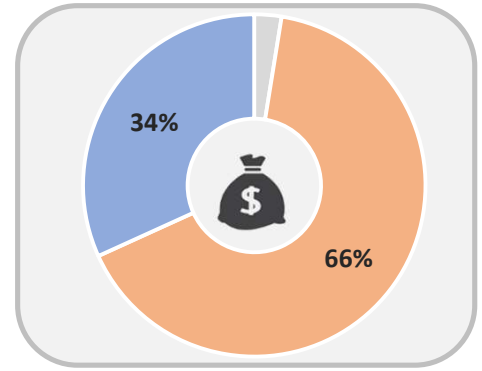
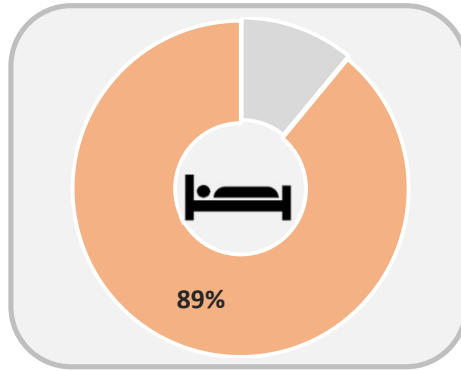
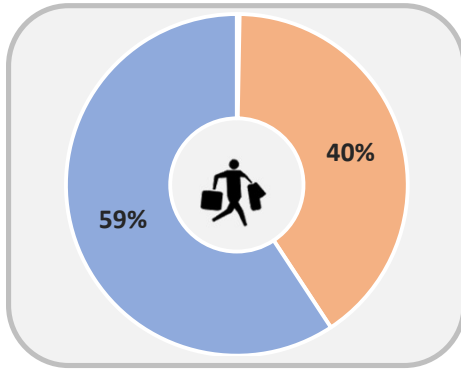


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.1m (-36.1% YoY)
Nights: 3.2m (-33.2% YoY)
Expenditure: \$454.3m (-36.8% YoY)



Average spend
\$144 per night
\$408 per visitor



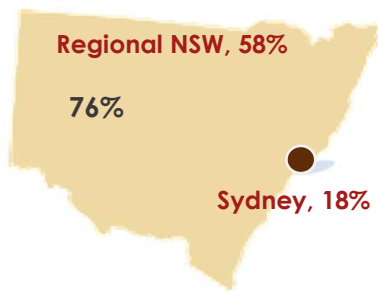
Average length of stay:
2.8 nights



#7 for visitors
#6 for nights
#7 for expenditure
In Regional NSW

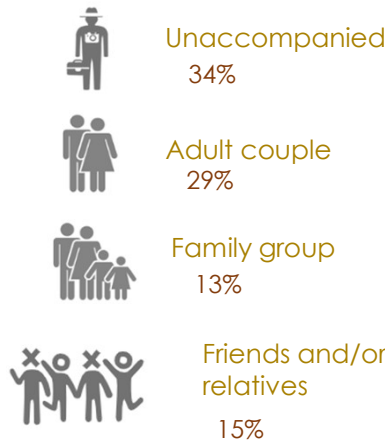
Origin

76% of the visitors came from within New South Wales



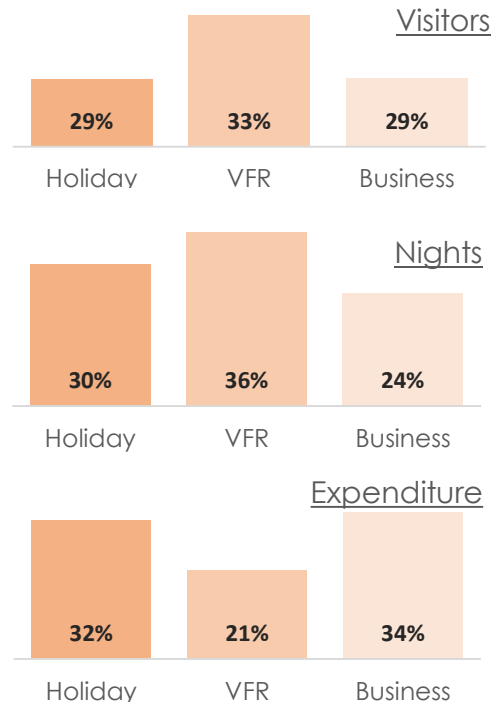
Travel party

34% of the visitors were travelling alone



Purpose of visit

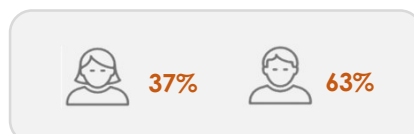
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 93%
Aircraft, n/p

Gender



New England North West Visitor Profile

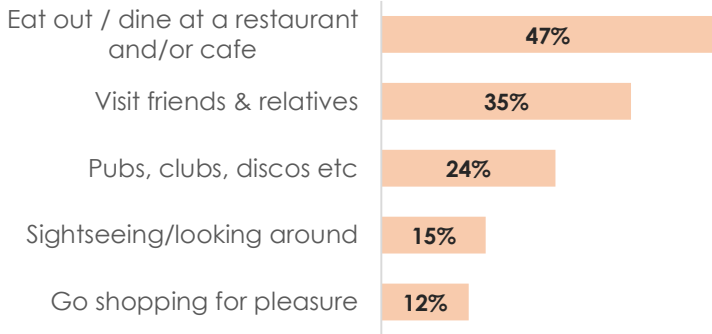
Year ended December 2020

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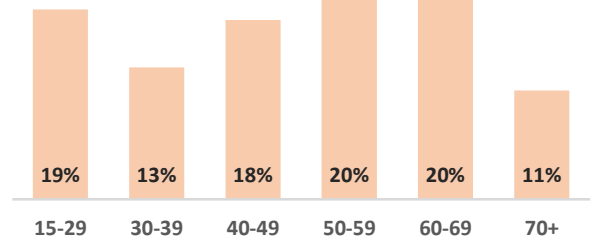
Icons sourced from www.easil.ly

Top 5 activities

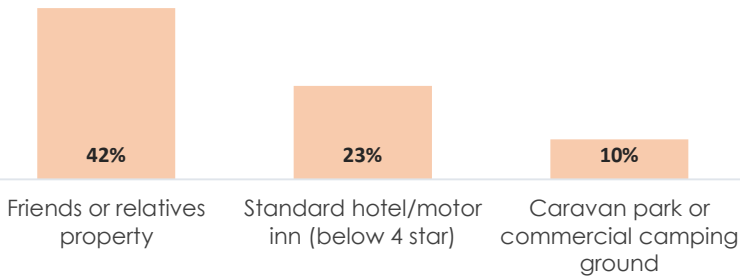


Age

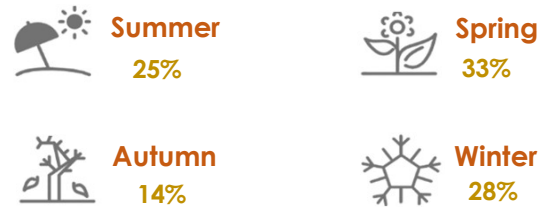
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.6m (-28.5% YoY)
Expenditure: \$233.0m (-26.4% YoY)



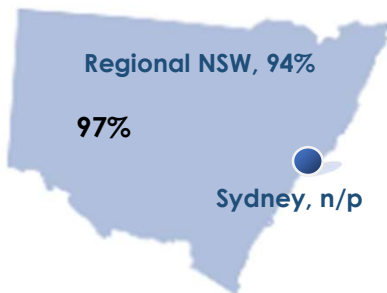
Average spend \$143 per visitor



#8 for visitors
#8 for expenditure
In Regional NSW

Origin

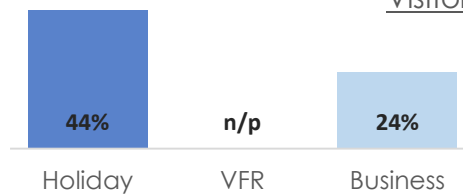
97% of the visitors to the region came from New South Wales



Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Visitors

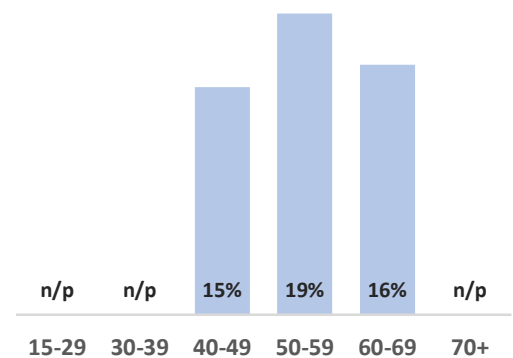


Expenditure

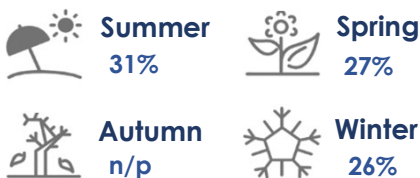


Age

'50-59 years' was the largest age group of the visitors to the region



Travel season*

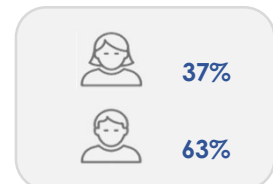


Transport

Private vehicle or company car



Gender



*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE